

2021 亚太区酒店及服务式公寓年度业务统计  
(2020 财政年度)

ASIA PACIFIC HOTEL & SERVICED APARTMENT INDUSTRY STUDIES

ANNUAL SURVEY OF OPERATIONS 2021

(FINANCIAL YEAR 2020)

代表浩华管理顾问公司，谨向您一直以来对我们研究工作的支持表示诚挚感谢！由浩华编撰的年度“酒店及服务式公寓业务统计”涵盖了亚太区各主要市场。统计研究最终呈现的汇总数据全面覆盖了各酒店市场的运营及财务业绩，为酒店管理者及项目业主的标杆分析、预算制定以及项目规划提供了最具可信度的参考工具。如往年一样，我们再次邀请您参与到此项意义重大的业务统计中来。

Horwath HTL is once again seeking your valuable contribution to the annual Asia Pacific Hotel and Serviced Apartment Industry Survey of Operations. This annual survey is relied upon by hotel operators, owners and operations analysts for benchmarking, budgeting and planning via the presentation of aggregated, market-wide operating, financial and marketing data.

2020 年，此项研究得到了亚太地区 2,500 家酒店的数据分享支持。为更精准的提供标杆分析对比，统计结果同时按经筛选的国家/市场以及酒店等级(以最终实现的平均房价为标准)分类及呈现。为感谢参与酒店及服务式公寓的支持，我们会在统计研究完成后，为所有参与者奉送最新一期的年度业务统计成果。

Our unique study consolidates data from 2,500 hotels around the region. For tailored use, the results are segmented by selected countries/markets and hotel product class (as determined by achieved Average Daily Room Rate). Participants in the survey will receive a complimentary copy of our published Annual Study.

您的积极参与和数据分享对此项研究意义非凡，也是业界标杆分析的重要资源，我们希望能够尽早于 **2021 年 8 月** 发布研究成果。

Your participation is crucial in the success of the survey of operations and will contribute to providing valuable resources to the industry. With your co-operation in submitting the questionnaires quickly, we hope to be able to deliver the results by **August 2021**.

为确保有效参与和研究结果的及时发布，请于 **2021 年 3 月 12 日** 前完成调查问卷。另，问卷中所有填写的数据和信息都将妥善保管并严格保密。

To ensure your contribution in, and access to, the 2021 survey, please complete the Questionnaire **by 12th March 2021 to ensure timely delivery of the results**. Rest assured, strict confidentiality will be maintained over the individual hotel data contributed to the study.

再次感谢您在百忙之中参与这一重要的统计研究！如果您在填写问卷的过程中有任何问题、或需要延长填写时间，请随时与我们联系。联系人:李倩（联系方式如下）

We understand that you have a busy schedule to keep. Nevertheless, we would very much appreciate if you could participate in this important industry study. Should you have any queries or require any assistance or additional time to complete the questionnaire, please contact Lynn Li @

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邮箱 / Email: qli@horwathhtl.com

祝好！  
Sincere Regards,



罗伯特·赫克 执行董事  
浩华管理顾问公司

**Robert Hecker**  
Managing Director, Pacific Asia  
Horwath HTL

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